

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Mark Davis Art Unit : Unknown
Serial No. : Examiner : Unknown
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Title : ELECTRONIC NAVIGATION OF INFORMATION ASSOCIATED WITH PARTS OF LIVING BODY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT

Prior to examination, please amend the application as indicated on the following pages.

CERTIFICATE OF MAILING BY EXPRESS MAIL

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Date of Deposit September 18, 2003

Amendments to the Claims:

Claims 1 through 30 are cancelled without prejudice or disclaimer. This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-30. (cancelled)

31. (currently amended) A method comprising
registering a set of Internet domain names containing some words in common and some different words related to health care,
licensing authorizing the use of the different independently registered domain names respectively to by different health-related enterprises, the enterprises including at least one of the following: a healthcare sales organization[[s]], a healthcare delivery organization[[s]], and a healthcare manufacturer[[s]], the domain names containing at least one sequence of at least one character in common and respectively containing at least one sequence of at least one character that is different between domain names, and
establishing at least some common user interface appearance elements for web sites associated with the different respective domain names[.]], and
marketing the different domain names for use by consumers in a way that generates strong common brand identity among them.

32. (new) The method of claim 31 in which at least some sequences that differ for respective domain names refer to symptoms, diseases, or treatments.

33. (new) The method of claim 31 also including
maintaining a main website having one of the domain names, and
including in the main website a link to one of the websites having another of the domain names.

34. (new) The method of claim 31 in which websites having the respective domain names provide users of the websites with information about symptoms, diseases, or treatments

associated with the symptoms, diseases, or treatments to which the different sequences of the domain names refer.

35. (new) The method of claim 31 in which authorizing includes licensing the domain names.

36. (new) The method of claim 31 in which authorizing includes granting sponsorship rights for the domain names.

37. (new) The method of claim 31 in which the domain names are used for websites that comprise a network of websites.

38. (new) The method of claim 31 also including
on at least one of the websites, providing to a user at least one of a promotional offer for a product or service offered by one of the health-related enterprises, information sheets providing printed information about a symptom, disease, or treatment, or appointment information for a healthcare provider.

39. (new) The method of claim 31 also including
on at least one of the web sites, providing to a user at least one of a coupon for product purchase, an information sheet, or prescription information to be provided by the user to a healthcare provider for use in writing a prescription or otherwise facilitating a product purchase.

40. (new) The method of claim 31 also including
on at least one of the web sites, providing to a healthcare provider at least one of a coupon for product purchase, an information sheet, or prescription information to be accessed by the healthcare provider for use in writing a prescription or otherwise facilitating a product purchase for a client or patient.

41. (new) The method of claim 31 also including
on at least one of the web sites, providing to a user a sales offer for a textbook or electronic information about a symptom, disease, or treatment.

42. (new) The method of claim 31 also including

on at least one of the web sites, providing to a user a sales offer to purchase a product associated with a symptom, disease, or treatment.

43. (new) The method of claim 31 also including
on at least one of the web sites, providing a hyperlink to a web site of a physical store to enable a user in the physical store to use a handheld device to scan products and obtain information related to the website.

44. (new) The method of claim 31 also including
on at least one of the web sites, providing a hyperlink to a web site that offers for sale products of at least one of the different health-related enterprises.

45. (new) The method of claim 31 also including
on at least one of the web sites, providing a mechanism to communicate with one of the health delivery organizations.

46. (new) The method of claim 31 also including
on at least one of the web sites, providing a mechanism to schedule appointments with one of the health delivery organizations.

47. (new) The method of claim 31 also including
on at least one of the web sites, providing a mechanism for users to add information to a medical record.

48. (new) The method of claim 31 also including
on at least one of the web sites, providing a mechanism for physician referrals.

49. (new) The method of claim 31 also including
on at least one of the web sites, providing a mechanism for a user to identify himself to a health-care related enterprise or to a main one of the websites and to receive additional information or discount offers in response to identifying himself.

50. (new) The method of claim 31 in which the displaying, enabling, and providing are done on an electronic network.

51. (new) The method of claim 50 in which the network comprises the World Wide Web.

52. (new) The method of claim 31 in which the displaying, enabling, and providing are done on a mobile device.

53. (new) The method of claim 31 also including
using the websites in connection with delivery of healthcare through a physician.